

4 Questions

Sharing samples (4 part-Questions, Statement, Close & Follow-up)

- A. 1) Do you or anyone you know drink coffee or tea at least occasionally?
2) How do you drink your coffee? (Black or with Cream & Sugar)
3) What's your favorite brand? Starbucks, Folgers, Dunkin Donuts?
4) When was the last time (*name of company*) paid you for drinking or referring their coffee?

B. **Statement To Make:**

Show them the Sachet & Say: *"Let me introduce you to the coffee that pays you!"*

C. **Close:**

Before handing them the sample say: This sample cost me money but it's free for you, so I will follow up after you drink the coffee and get two pieces of information from you:

How do you like the taste? & How does it make you feel?

****When are you going to be having your next cup of coffee? (Set the appointment)****

****What's your best contact number other than Home & Work?***

****If they will not commit to giving you their opinion & (Cell Number for Follow-Up), do not give them the sample. Put value on it, it's worth more than GOLD.****

D. **Follow Up:**

1). Follow up within 24hrs, call them and make sure you ask them the two questions:
How did you like the taste? & How did it make you feel?

2). If they liked the taste & how it made them feel say to them: **I can get you more**
Would you like to get it wholesale, retail or free? (Don't speak until they answer)

They will probably ask you the difference in price. Say: The Gourmet Black sells for \$32 Retail per box Which is about \$1 - \$1.60 per cup. It's \$17 Wholesale plus shipping/handling.

- **If they say Retail:** Set an appointment to drop off some boxes or send them to your website and have them click on **BUY PRODUCTS** & order from there.
- **If they say Wholesale:** Sign them up for a **(\$49 Membership)**
- **If they say FREE:** Refer me to a couple individuals I can sample

Tip: Initially, don't speak to them about the business until they ask. Allow them to begin enjoying the product, consistently re-ordering, and/or others begin asking them for product.

KEEP IT SIMPLE & DON'T DEVIATE